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Award

2023-650 Consumer Mix Modelling

AHDB (Defra Network eTendering Portal)

F15: Voluntary ex ante transparency notice

Notice identifier: 2023/S 000-033088

Procurement identifier (OCID): ocids-h6vhtk-0416db

Published 8 November 2023, 3:12pm

Section I: Contracting authority/entity

I.1) Name and addresses

AHDB (Defra Network eTendering Portal)

Middlemarch Business Park

Coventry

CV3 4SU

Contact

Sarah Waters

Email

procurement@ahdb.org.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board>

Buyer's address

<https://defra-family.force.com/s/Welcome>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Agriculture and Horticulture

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

2023-650 Consumer Mix Modelling

II.1.2) Main CPV code

- 79310000 - Market research services

II.1.3) Type of contract

Services

II.1.4) Short description

Single tender action to cover work which was not included in the Retail Consumer Data contract. Very niche market.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £198,333

II.2) Description

II.2.2) Additional CPV code(s)

- 79310000 - Market research services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK

II.2.4) Description of the procurement

This is a single tender action to award to Kantar who are covering our Retail Consumer Data contract. The Consumer Mix Modelling was not included in the original contract but due to timings, a VEAT notice will be issued to cover this additional works. There is no time for a full tender process, but the business requires this data for January 2024. Only 2 suppliers could deliver the main tender requirements, both were approached, one submitted.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

AHDB went out to tender for Retail Consumer Data in 2022 with the contract starting in 2023. Due to the nature of our business, additional work has been requested for Consumer Mix Modelling, there were only 2 suppliers who submitted last time, both were approached for the Consumer Mix, only one responded within the timeframe requested. A contract modification cannot be completed due to being over 50% of the initial contract value, and therefore an STA was the approach chosen, this VEAT notice is to advise the market of our actions. There is extreme urgency for this data and therefore a full tender opportunity could not be fitted in with the timescales provided. As mentioned, the market was tested and there were only 2 providers who could provide.

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract/concession

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

6 November 2023

V.2.2) Information about tenders

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor/concessionaire

Kantar UK Limited trading as Kantar Worldpanel

Westgate

London

W5 1UA

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor/concessionaire is an SME

Yes

V.2.4) Information on value of contract/lot/concession (excluding VAT)

Initial estimated total value of the contract/lot/concession: £198,333

Total value of the contract/lot/concession: £198,333

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

AHDB (Defra Network eTendering Portal)

Middlemarch Business Park

Coventry

CV3 4SU

Email

Procurement@ahdb.org.uk

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board>

VI.4.2) Body responsible for mediation procedures

Defra Network eTendering Portal

17 Nobel House

London

SW1P 3JR

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs>

VI.4.4) Service from which information about the review procedure may be obtained

AHDB (Defra Network eTendering Portal)

Middlemarch Business Park

Coventry

CV3 4SU

Email

Procurement@ahdb.org.uk

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board>